

Paris Ballet & Dance

Director Jean-Hugues Feray

PROGRAM ADVERTISING CONTRACT

861 Jupiter Park Drive, Suite F • Jupiter, FL 33458 • (561) 308-8377
www.parisballetdance.com

BUSINESS ADS

Advertise to your target audience!

**FRONT INSIDE COVER (SOLD), BACK INSIDE COVER,
BACK OUTSIDE COVER (SOLD): 5" w x 8" h**
\$131.00

FULL PAGE: 5" w x 8" h
\$84.00

HALF PAGE HORIZONTAL:
5" w x 3.88" h
\$48.00

QUARTER PAGE VERTICAL:
2.37" w x 3.88" h
\$38.00

FAMILY ADS:

**Congratulate your child. Let him or her know
you support them.**

**FRONT INSIDE COVER (SOLD), BACK INSIDE COVER,
BACK OUTSIDE COVER: 5" w x 8" h**
\$110.00

FULL PAGE: 5" w x 8" h
\$74.00

HALF PAGE HORIZONTAL: 5" w x 3.88" h
\$43.00

QUARTER PAGE VERTICAL: 2.37" w x 3.88" h
\$33.00

ALL ADS

**Full Page, Half Page and Quarter Page Ads are
black and white submitted as a 300 DPI jpeg.**

AD SPECIFICATIONS

Full Page: 5" w x 8" h
1/2 Page Horizontal: 5" w x 3.88" h
1/4 Page Vertical: 2.37" w x 3.88" h

All ads are in black and white submitted as a
high-resolution jpeg.

Front Inside, Back Inside and Back Cover Business

Ads may be in color -- First come, first served basis.

All payments, including design fees **MUST** be paid in full at the
time of ad submission.

Pay by Visa, MasterCard, Check or Cash.
Make Checks payable to **Paris Ballet and Dance**.

NEED HELP?

Our Design Team can help create a wonderful ad for
just \$30.00. **The Design Fee applies to ANY Ad submitted that
is not pre-made to the right specifications.**
Regular Design Fee is \$100.00)

Quality IS important. If you are having your ad created, make sure
you start out with a photograph that is
ORIGINALLY 300 dpi.

All camera-ready ads **must** be submitted in the **correct
size**, in jpeg and in high resolution (300 dpi).

Submitting a business card is **NOT** camera-ready art.
A business card is NOT the correct size!

Cover ads are on a first come, first served basis starting with the
front inside cover.

Business ads will start at the beginning of the second half of the
program. Family ads will follow.

Students are **NOT** to appear in dance clothes, costumes or dance
poses for these ads.

ONE photo is allowed.

If our design team is creating a memorable ad, please include 300
dpi picture on a disk and all information.

The **FEWEST** number of well-chosen words is the most effective.
Less IS more!

Following directions in this document is very important.

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READ THIS CAREFULLY !

WE CAN ALSO CREATE YOUR AD. Use the bottom of this page.

- **Ads are in black and white** submitted as a **300 DPI jpeg**.
- **Front Cover, Front Inside Cover, Back Inside Cover and Back Inside Cover Business Ad** may be in color.
- **Ad size specification and photo quality are VERY important.** Make sure your ad is the exact size and in the correct format as specified in this document.
- **If any adjustment has to be made because of incorrect ad sizes or for picture quality – the design fee will apply!**
- **A business card is NOT camera ready** nor is it the correct size. If a business card is submitted as artwork, the design fee will apply!
- **You may include an original HIGH-QUALITY photo -- at least 300dpi --** on a disk WITH signed agreement, this page AND design fee. (Photos can NOT be converted from anything less than 300dpi).
- **Students should NOT appear** in dance clothes, costumes or dance poses for these ads. Please, do NOT seek special permission. This rule applies to EVERYONE!
- **Cover ads are on a first come, first served basis** -- starting in order with the front inside cover.
- **Business Ads will appear** towards the beginning of the second section of the Program Guide.
- **Family Ads can include pictures** not only of just your child, but your family members and pet, as well.
- **Full Page Ads** may have up to three pictures, but one really good photograph is best for better impact!
- **Half Page Family Ads** can have a maximum of 30 words and ONE picture.
- **Quarter Page Ads** may have ONE picture with minimum words.
- **Family Ads will appear** towards the back half of the Program Guide, following Business Ads.
- **Please note: If a business is mentioned in a Family Ad** – the ad becomes a Business Ad and the Business Rate applies.
- **Paris Ballet and Dance** reserves the right to refuse any advertisement submission, for any reason.

IMPORANT:

- **The ONLY format accepted is a JPEG. HEIC (Apple Format or Word Document Formats are not acceptable!**
- **If the Design Team** is creating or “adjusting” an ad, do NOT submit an ad without the design fee. Design fee absolutely MUST be included with original payment.

Word Documents of

The Design Fee applies to anyone who does not submit a pre-made ad. If the Design Team is creating an ad or “adjusting” an ad, do NOT submit an ad without the Design Fee. Design fee absolutely MUST be included with original payment.

HELP US CREATE YOUR AD HERE!

Here is where you – PRINT CLEARLY – what you want to say in your ad!
Remember: Less can make more of a memorable impact – simple is better.
PLEASE US BLACK OR RED INK.

The Design Team will create a memorable and unique Ad for you. If there are any questions, the Design Team will call you. Make sure you include all contact information on the Agreement Form. Do not hand in any forms incomplete OR without FULL payment. There is a \$30.00 Design Fee for both Business and Family Ads. This includes one proof. Any additions or changes after the first proof will be charged accordingly, starting at \$30.00 for the first hour, and so on. There are no refunds. Paris Ballet and Dance reserves the right to refuse any advertisement.

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PROGRAM ADVERTISING CONTRACT (Page3)

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ORDER AND CONTACT INFORMATION

OFFICE TO POST DATE RECEIVED: __ / __ / __

PRINT AND COMPLETE ALL INFORMATION (PLEASE USE BLACK OR RED INK)

PRINT NAME

PRINT ADDRESS AND APT. #

PRINT CITY, STATE & ZIP CODE

DAY TELEPHONE

NIGHT TELEPHONE

PRINT EMAIL

BUSINESS INFORMATION

PRINT BUSINESS NAME (if applicable)

PRINT BUSINESS ADDRESS AND
SUITE

PRINT CITY, STATE & ZIP CODE

TELEPHONE

PRINT EMAIL

PRINT WEB ADDRESS

FILL IN YOUR ORDER HERE

DESCRIPTION OF ORDER	AMOUNT
Design Fee - Is applicable to any and all ad that the Design Team creates.	\$ 30.00
TOTAL TO BE PAID IN FULL	\$

I am paying by Check # _____

☐ I am paying by Cash

☐ I am paying by VISA or Mastercard

VISA/Master Card

Expiration

Security Code

TOTAL AMOUNT PAID =

CARDHOLDER SIGNATURE:

ALL ORDERS MUST BE COMPLETELY FILLED OUT AND SIGNED. DO NOT FORGET ALL FEES!

All advertisement and design fees must be pre-paid and accompany this agreement.
There are no refunds. Paris Ballet and Dance reserves the right to refuse any advertisement.